



STUART FULLER

### Current model

Δ with full date, best results  
yielded continuous elasticity.

### possible problems

- minimum priced brand - price changes.
- Major MCP effect overriding Basic gap.

### possible solutions

- use only post ORP data
- direct pre-post comp of Hou/SA panels.
- Further reduce store base to Hou/SA (previously removed ATL/DA) to eliminate market confusion

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